



WPTV

ORDER

Print Date 10/11/12

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Flight Dates **09/28/12-10/09/12**

Contract / Revision **312999 /**

Original Date / Revision
09/27/12 10/04/12

Advertiser **West / Republican / Congress**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Allen West for Congress

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **Order #1098**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	13	\$13,897.50	\$16,350.00	0.00
October 2012	52	\$33,553.75	\$39,475.00	0.00
Totals	65	\$47,451.25	\$55,825.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	13	\$13,897.50	\$16,350.00
10/01/12	10/09/12	52	\$33,553.75	\$39,475.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/01/12	10/04/12	M-F 5-6a M-F 5-6a	CM	5-6a	1111---	:30	4	\$350.00	P-1	0.00 NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	1111---					4	\$350.00		0.00		
N 2	WPTV	09/28/12	09/28/12	M-F 6-7a M-F 6-7a	CM	6-7a	----F--	:30	1	\$1,200.00	FX	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	----F--					1	\$1,200.00		0.00		
N 3	WPTV	10/01/12	10/04/12		CM	6-7a	1-11---	:30	3	\$900.00	P-1	0.00 NM	3	\$2,700.00



Hiatus Dates

Order Sep 00:20:00

Advertiser	Product	Estimate #	Order #
West / Republican / Congre	Allen West for Congress		1098

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7a											
				M-F 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	1- 11- - -		3			\$900.00			0.00			
N 4	WPTV	10/01/12	10/04/12	M-F 7-9a	CM	7-9a	1111- - -	:30	4	\$950.00	P-1	0.00	NM	4	\$3,800.00
				M-F 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	1111- - -		4			\$950.00			0.00			
N 5	WPTV	09/29/12	09/29/12	Sa 7-8a	CM	7-8a	- - - - - S-	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
				Sa 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - S-		1			\$725.00			0.00			
N 6	WPTV	09/30/12	09/30/12	Su 8-9a	CM	8-9a	- - - - - S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
				Su 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - S		1			\$1,075.00			0.00			
N 7	WPTV	10/02/12	10/04/12	M-F 9-10a	CM	9-10a	- 1- 1- - -	:30	2	\$650.00	FX	0.00	NM	2	\$1,300.00
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	- 1- 1- - -		2			\$650.00			0.00			
N 8	WPTV	09/28/12	09/28/12	M-F 12p NEWS	CM	12-1p	- - - - F- -	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
				M-F 12n-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - F- -		1			\$500.00			0.00			
N 9	WPTV	10/01/12	10/04/12	M-F 12p NEWS	CM	12-1p	1- 11- - -	:30	3	\$425.00	P-1	0.00	NM	3	\$1,275.00
				M-F 12n-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	1- 11- - -		3			\$425.00			0.00			
N 10	WPTV	09/28/12	10/04/12	M-F 2-3p	CM	2-3p	11221- -	:30	7	\$200.00	P-1	0.00	NM	7	\$1,400.00
				M-F 2-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - 1- -		1			\$200.00			0.00			
Week:		10/01/12	10/07/12	1122- - -		6			\$200.00			0.00			
N 11	WPTV	10/01/12	10/04/12	M-F 4p-5p	CM	4-5p	11- 1- - -	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
				M-F 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	11- 1- - -		3			\$600.00			0.00			
N 12	WPTV	09/28/12	09/28/12	M-F 5-530p	CM	5-530p	- - - - F- -	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
				M-F 5-530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - F- -		1			\$1,600.00			0.00			
N 13	WPTV	10/01/12	10/04/12	M-F 5-530p	CM	5-530p	1111- - -	:30	4	\$950.00	P-1	0.00	NM	4	\$3,800.00
				M-F 5-530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	1111- - -		4			\$950.00			0.00			
N 14	WPTV	09/28/12	09/28/12	M-F 530-6p	CM	530-6p	- - - - F- -	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
				M-F 530-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - F- -		1			\$1,600.00			0.00			
N 15	WPTV	10/01/12	10/04/12	M-F 530-6p	CM	530-6p	1111- - -	:30	4	\$950.00	P-1	0.00	NM	4	\$3,800.00
				M-F 530-6p											



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Contract / Revision **312999** **Flight Dates** **09/28/12-10/09/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 10/04/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** **Product** **Allen West for Congress** **Estimate #** **Order #1098**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N15	WPTV	10/01/12	10/04/12	M-F 530-6p M-F 530-6p	CM	530-6p	1111---	:30	4	\$950.00	P-1	0.00 NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	1111---					4	\$950.00		0.00		
N16	WPTV	09/28/12	09/28/12	M-F 6-630p M-F 6-630p	CM	6-630p	----F--	:30	1	\$1,800.00	FX	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	----F--					1	\$1,800.00		0.00		
N17	WPTV	10/01/12	10/04/12	M-F 6-630p M-F 6-630p	CM	6-630p	1111---	:30	4	\$1,325.00	P-1	0.00 NM	4	\$5,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	1111---					4	\$1,325.00		0.00		
N18	WPTV	10/02/12	10/02/12	M-F 630-7p M-F 630-7p	CM	630-7p	-1-----	:30	1	\$2,150.00	P-1	0.00 NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-1-----					1	\$2,150.00		0.00		
N19	WPTV	09/29/12	09/29/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$850.00	FX	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-----S-					1	\$850.00		0.00		
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1		WPTV	09/24/12-09/30/12	Sa 7p News	7-730pm		-----Sa--	:30		(\$850.00)		0.00 NM		
Unresolved [Sports Late-Run]														
N20	WPTV	09/30/12	09/30/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-----S					1	\$850.00		0.00		
N21	WPTV	09/28/12	10/01/12	M-F 7-730p M-F 7-730p	CM	7-730p	1--1--	:30	2	\$950.00	FX	0.00 NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	----1--					1	\$950.00		0.00		
Week:		10/01/12	10/07/12	1-----					1	\$950.00		0.00		
N22	WPTV	09/28/12	10/01/12	M-F 730-8p M-F 730-8p	CM	730-8p	1--1--	:30	2	\$950.00	FX	0.00 NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	----1--					1	\$950.00		0.00		
Week:		10/01/12	10/07/12	1-----					1	\$950.00		0.00		
N23	WPTV	09/28/12	09/28/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	----F--	:30	1	\$1,400.00	FX	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	----F--					1	\$1,400.00		0.00		
N24	WPTV	10/01/12	10/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1111---	:30	4	\$1,025.00	P-1	0.00 NM	4	\$4,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	1111---					4	\$1,025.00		0.00		
N25	WPTV	10/01/12	10/04/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1111---	:30	4	\$475.00	P-1	0.00 NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	1111---					4	\$475.00		0.00		
N26	WPTV	10/03/12	10/03/12	Wednesday Prime B	CM	9-10p	--W----	:30	1	\$2,500.00	P-1	0.00 NM	1	\$2,500.00



WPTV

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Contract / Revision **312999** Flight Dates **09/28/12-10/09/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 10/04/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress**

Estimate # **Order #1098**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Law & Order SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1				\$2,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WPTV	10/01/12-10/07/12		Wednesday Prime B		9-10p	--W-----		:30	(\$2,500.00)		0.00	NM		
	See MG 26.2														
	[pgm not airing due to debate]														
2	NPTV	10/09/12-10/09/12		Tuesday Prime A		8-9p	-T-----		:30	\$2,500.00		0.00	NM		
	Ⓜ MG for 26.1 10/03														
N27	WPTV	09/30/12	09/30/12	NFL Game	CM	4p-12a	-----S	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
				NFL Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$3,500.00		0.00			
N28	WPTV	10/01/12	10/04/12	M-F 430-5a	CM	430-5a	MTWT---	:30	2	\$100.00	P-1	0.00	NM	2	\$200.00
				M-F 430-5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---		2				\$100.00		0.00			
N29	WPTV	10/01/12	10/04/12	M-F 5-6a	CM	5-6a	MTWT---	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
				M-F 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---		1				\$350.00		0.00			
Totals														65	\$55,825.00